



Feeding Bodies. Fueling Minds.™

**REFRESH  
&  
REFOCUS**

**2023 MSNA**  
*Annual  
Conference*

**October 13 - 15  
Columbia, MO**



Feeding Bodies. Fueling Minds.™

2023 MSNA

Annual Conference

ONLINE REGISTRATION

## To register:

Please go to the MSNA website, [www.mosna.org](http://www.mosna.org) home page.

Scroll down to the **Upcoming Events** section and click on MSNA 2023 Annual Conference.

There you will find an **Attendees** section with:

- A digital copy of this brochure
- Attendee registration link for credit card registration or check registration
- Hotel property online reservations link (*available after August 15, 2023*)
- Pre-conference and keynote speakers' information.

You will receive an emailed confirmation after you complete the registration process. The check registration confirmation will contain the mailing instructions for payment. If you have any questions, please contact the MSNA office at 573-445-0929 or email [msna@mosba.org](mailto:msna@mosba.org).

### 2 Pre-Conference Sessions

\$50.00 each or \$90.00 for both  
(includes lunch on Friday for all pre-conference attendees)

**Conference – Member** \$165.00

**Conference – Non-Member** \$215.00

Conference registration includes breakfast Saturday & Sunday and banquet Saturday evening

## Important Dates

**Tuesday, September 12, 2023**

Hotel Reservation Cutoff

**Friday, September 22, 2023**

Conference Registration Cutoff



# 2023 MSNA Annual Conference SCHEDULE at a GLANCE

## Thursday, October 12

5:30 pm 2022-2023 Board of Directors Meeting

## Friday, October 13

7:30 - 8:00 am Check in for SNA Credentialing Exam  
*(Pre-Registration and payment with SNA required.)*

8:00 am - 12:00 pm SNA Credentialing Exam  
*(Pre-Registration and payment with SNA required.)*

8:30 am - 6:00 pm Conference Registration

8:00 am - 12:00 pm Pre-Conference Workshops: All Directors (new directors and a refresher for other directors) – pre-registration and payment required – includes lunch – see online conference registration

**Pre-Conference Session #1**  
"Forecasting and Procurement"  
*Presented by Institute of Child Nutrition*

12:00 - 1:00 pm Pre-Conference Workshop Lunch  
***(Only open to those registered for the pre-conference workshops.)***

1:00 - 5:00 pm **Pre-Conference Session #2**  
"Essential Key Performance Indicators (KPI)"  
*Presented by Institute of Child Nutrition*

12:00 - 6:00 pm Exhibitor Set-Up

5:00 - 8:00 pm Dinner on Your Own

6:30 - 7:00 pm First Timers Meet & Greet

7:00 - 9:00 pm Friday Evening Mingle – Lite Fare & Cash Bar  
*(This is not a meal.)*



# 2023 MSNA Annual Conference SCHEDULE at a GLANCE

## Saturday, October 14

- 6:30 - 11:00 am Conference Registration
- 6:30 - 7:30 am Breakfast for Attendees
- 6:30 - 7:30 am Regional Directors Breakfast
- 7:30 - 8:45 am **Opening General Session**  
Annual Membership Meeting
- 8:45 - 9:45 am **"Joy Spreaders"**  
Presented by Neil Ihde, [www.lifeiq.com](http://www.lifeiq.com)

### 10:00 - 10:45 am **Learning Labs**

- 1. "Essential Tools for Challenging Times"**  
Presented by Neil Ihde, [www.lifeiq.com](http://www.lifeiq.com)
- 2. "How Are Your Listening Habits?"**  
Presented by Stefanie Giannini, L.E.A.D. to Succeed, SNF
- 3. "Culinary Solutions"**  
Presented by Chef Cyndie, <https://chefcyndie.com/about/>  
Sponsored by SFSPac
- 4. "How to Transform a Cafeteria to Increase Program Participation & Revenue"**  
Presented by Tanya Sieber, Burlis Lawson Group
- 5. "Grants & Tools for Missouri Schools"**  
Presented by Jeremy Milarsky & Kimberly Sprenger, MU Center for Health Policy  
Sponsored by No Kid Hungry Missouri

11:00 am - 2:00 pm **Exhibit Hall Open to All**

# SCHEDULE at a GLANCE *Saturday continued...*

2:00 - 2:45 pm      **Learning Labs**

1. **“Cooking with Commodities”**  
Presented by Lisa Lauer  
Sponsored by No Kid Hungry Missouri
2. **“Your Conflict Style Inventory”**  
Presented by Stefanie Giannini, L.E.A.D. to Succeed, SNF
3. **“Culinary Solutions” – Repeat Session**  
Presented by Chef Cyndie, <https://chefcyndie.com/about/>  
Sponsored by SFSPac
4. **“Grants & Tools for Missouri Schools” – Repeat Session**  
Presented by Jeremy Milarsky & Kimberly Sprenger, MU Center for Health Policy  
Sponsored by No Kid Hungry Missouri
5. **“To Be Determined”**  
Presented by Food & Nutrition Services, DESE Staff

3:00 - 3:45 pm      **Learning Labs**

1. **“Lead Simply”**  
Presented by Holly Hoffman, [www.HollyHoffman.com](http://www.HollyHoffman.com)
2. **“How Do You Bring Value to the Workspace?”**  
Presented by Stefanie Giannini, L.E.A.D. to Succeed, SNF
3. **“Culinary Solutions” – Repeat Session**  
Presented by Chef Cyndie, <https://chefcyndie.com/about/>
4. **“Gain an Understanding of the Heightened Importance of Forecasting in Today’s K-12 Foodservice Environment”**  
Panel Discussion  
Moderator – Paul Becker, FSD, Ft. Zumwalt
5. **“Retirement Information”**  
Presented by PSRS/PEERS

3:45 - 6:30 pm      Free Time

6:30 pm              **Awards Banquet; Installation of Officers**

8:30 pm - 12:00 am      Dance Party  
Live Band “Twisted Fate”  
Sponsored by Synergy Food Sales



# 2023 MSNA Annual Conference SCHEDULE at a GLANCE

## Sunday, October 15

- |                                   |  |
|-----------------------------------|--|
| 6:30 - 7:30 am                    | <b>Wellness Event</b>  |
| 8:00 - 9:00 am                    | Breakfast for All Attendees  |
| 9:00 - 9:30 am                    | Closing General Session  |
| 9:30 - 10:30 am                   | <b>“Never Give Up – The Survivor Way”</b><br>Presented by Holly Hoffman<br><a href="http://www.HollyHoffman.com">www.HollyHoffman.com</a>  |
| 10:30 - 11:00 am                  | Immediately following the Closing General Session:<br>Special Recognition & Announcements<br>Purse Raffle Winners Announced<br>Adjournment |
| Immediately Following Adjournment | 2023-2024 Board of Directors Meeting   |





# 2023 MSNA

## Annual Conference

### Pre-Conference Sessions

**Feeding Bodies. Fueling Minds.™**

Register for either of the sessions for \$50.00 each or register for both for \$90.00. Lunch is provided with any of the pre-conference registrations.

#### **Pre-Conference Session #1 8:00 am - 12:00 pm “Forecasting & Procurement”**

According to DESE's Food & Nutrition Services, about 60% of Missouri's food service directors are new or have been on the job 6 months or less. The pre-conference session is being done a little differently this year and being geared towards new food service directors or FSDs that want a refresher. There will be two separate sessions. General concepts about basic forecasting for the procurement of foods in Child Nutrition Programs are covered during this session. This training does not discuss federal regulations pertaining to the procurement system. Key topic areas:

- Stakeholders' responsibilities and expectations
- How menus determine goods and services that must be competitively procured
- Inventory management, product movement, and cost management
- Product categories, screening, and specifications
- CN labeling
- Accurate forecasting of products

#### **Pre-Conference Session #2 1:00 - 5:00 pm “Essential Key Performance Indicators”**

The course objectives are:

- Calculate meal equivalents and apply the information to measure the performance of school nutrition programs.
- Calculate average daily participation (ADP) and apply the information for forecasting and making decisions pertaining to labor, food purchasing, and menu planning.
- Interpret and analyze revenues on a monthly report to monitor trends of the current period, the previous period, and year-to-date of the school nutrition program.
- Interpret and analyze expenditures on a monthly report to monitor and identify monthly and annual trends.
- Calculate revenue per meal equivalent to determine if there is sufficient revenue to cover meal costs.
- Calculate cost per meal equivalent to ensure the costs to produce a meal does not exceed the revenue per meal equivalent.
- Calculate the cost as a percentage of revenue or operating ratios to analyze food cost or labor cost.
- Calculate break-even point to determine the financial feasibility of a new program, making better financial decisions, and creating annual benchmark goals.
- Calculate and analyze the efficient monthly and annual use of inventory to control food and supply costs.
- Calculate Meals per Labor Hour and apply the information to measure the productivity and production efficiency of the school nutrition program.
- Calculate staff turnover rate to determine how often positions must be filled.
- Calculate and analyze the time employees miss work to control labor cost.



# 2023 MSNA Annual Conference KEYNOTE SPEAKERS

Opening  
Keynote  
Speaker



## Neil Ihde

Neil Ihde (Ee-dee) is a speaker, lecturer, consultant, and founder of Life IQ where he motivates groups or individuals to work, play, relate, and live intelligently. He has worked with numerous managers, directors, corporate leaders, and teams to improve their personal and professional effectiveness. Neil has worked with over 25 Fortune 500 companies including AT&T, Discover Card, Domino's, Transamerica, GE among others. Neil has also consulted internationally with clients from a dozen countries. He is a TEDx speaker, and his Life IQ YouTube channel recently eclipsed a half-million views. Neil's academic background includes a B.A. in Psychology, A B.A. in Sociology, and an MA in Counseling. Neil and his wife Deb have two children and live in Appleton, Wisconsin.

Closing  
Keynote  
Speaker



## Holly Hoffman

Holly Hoffman was the last remaining member of the Espada Tribe and the last woman standing on Season 21 of CBS' hit reality show "Survivor Nicaragua". Through that experience, and others throughout her life, Holly was inspired to share her message of survival.

A professional motivational speaker and the author of *Your Winner Within and Write Yourself a Note*, Holly acknowledges that life is made up of challenges, and we are oftentimes faced with situations that seem insurmountable. But within each of us is an ability to focus our thoughts, emotions, and energy to succeed—if only we have the knowledge, tools, and discipline.

A native of South Dakota, Holly's writing and speaking not only offer encouragement and optimism but a roadmap for self-discovery and spiritual enlightenment. Readers and audience members alike walk away inspired to light the fire of successful living within themselves.

Today, Holly is a recipient of the Certified Speaking Professional designation, and travels across the country and internationally, speaking to a wide variety of corporations, associations, universities, schools, and women's organizations. Holly inspires her audiences to take opportunities and focus on faith, attitude, determination, confidence, desire, and perseverance.